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ATTORNEY WORK PRODUCT

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CIGARETTE ADVERTISING AND PROMOTION

Questions about cigarette advertising and promotion at the upcoming Waxman hearings are most likely to come from three sources:

- (1) The 1994 Surgeon General's Report, Preventing Tobacco Use Among Young People;
- (2) Contemporary issues involving targeting youth, women and blacks; and
- (3) Generic claims about appeals and images used in cigarette ads which allegedly seduce smokers and confuse the health issue.

Set out below is a brief review of where the cigarette advertising issue stands today, how we got there, what to expect in terms of questions from the panel, and suggested responses.

I. THE CIGARETTE ADVERTISING ISSUE

A. The Current Situation

Contemporary attacks on cigarette advertising are based on the false premise that cigarette advertising "causes" people to smoke. It is important to note that, perhaps for the first time in a document of this nature,

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